



**BLUE
MISSION
BANOS**

1st MISSION ARENA
14-16 November 2023 | Gothenburg, SE

Identifying and co-developing challenges, solutions and actions for citizen engagement activities towards the Mission Ocean

From experiences to best practices in ocean literacy

Olga Mashkina, ACTeon

THEME: Citizen engagement and literacy



in  #MissionArenaBANOS1



Funded by
the European Union

Citizen engagement in Mission Ocean...

- For what? How?

*The ultimate goal of citizen engagement activities is
to induce behavioural change*

Or

*...in other words to become **ocean literate!***

=>A strong link with ocean literacy! Do you all know what is it?

Inducing behavioral change: experiences from ResponSEABLE project

- Ocean literacy...Galway statement=> ResponSEABLE and SeaChange projects on OL, funded by EC
- What knowledge we need, how it should be communicated...so people become ocean literate and make responsible decisions about the ocean
 - A lot of information exists about the pressures, state, but not enough on 'responses'
 - Communications channels: where do people get their knowledge
 - Different tools tested with a framework to assess changes (serious games, courses in fishermen academies, films/cartoons, co-creating art...etc) – see in our booth

<https://responseable.acteon-environment.eu/>



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#Youth4Ocean
#EUBlueSchools



STRENGTHENING THE EUROPEAN OCEAN LITERACY COMMUNITY



Communities of the EU4Ocean Coalition



EU4Ocean Platform

for organisations and individuals engaged
in ocean literacy initiatives



Youth4Ocean Forum

for young ocean advocates aged between 16 and 30

Network of European Blue Schools

for schools, teachers and staff of education
services from all subjects



Together, driving ocean literacy actions that engage and empower people to:

- ***understand*** the ocean and its role in the planetary system;
- ***value*** the ocean and its interconnectedness with humankind;
- ***Take action*** and promote societal change towards a climate-neutral and more sustainable life-style, business practice and society.



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#EUBlueSchools

EU4Ocean Coalition's communities

EU4Ocean Platform



158
members



23
member
states

+



7
other countries



300+
Platform
news
subscribers

Youth4Ocean



41
founding
members



348
members



36
nationalities



178
Young Ocean
Advocates



10
calls



232
activities

Network of European Blue Schools



280
teachers



21
member
states



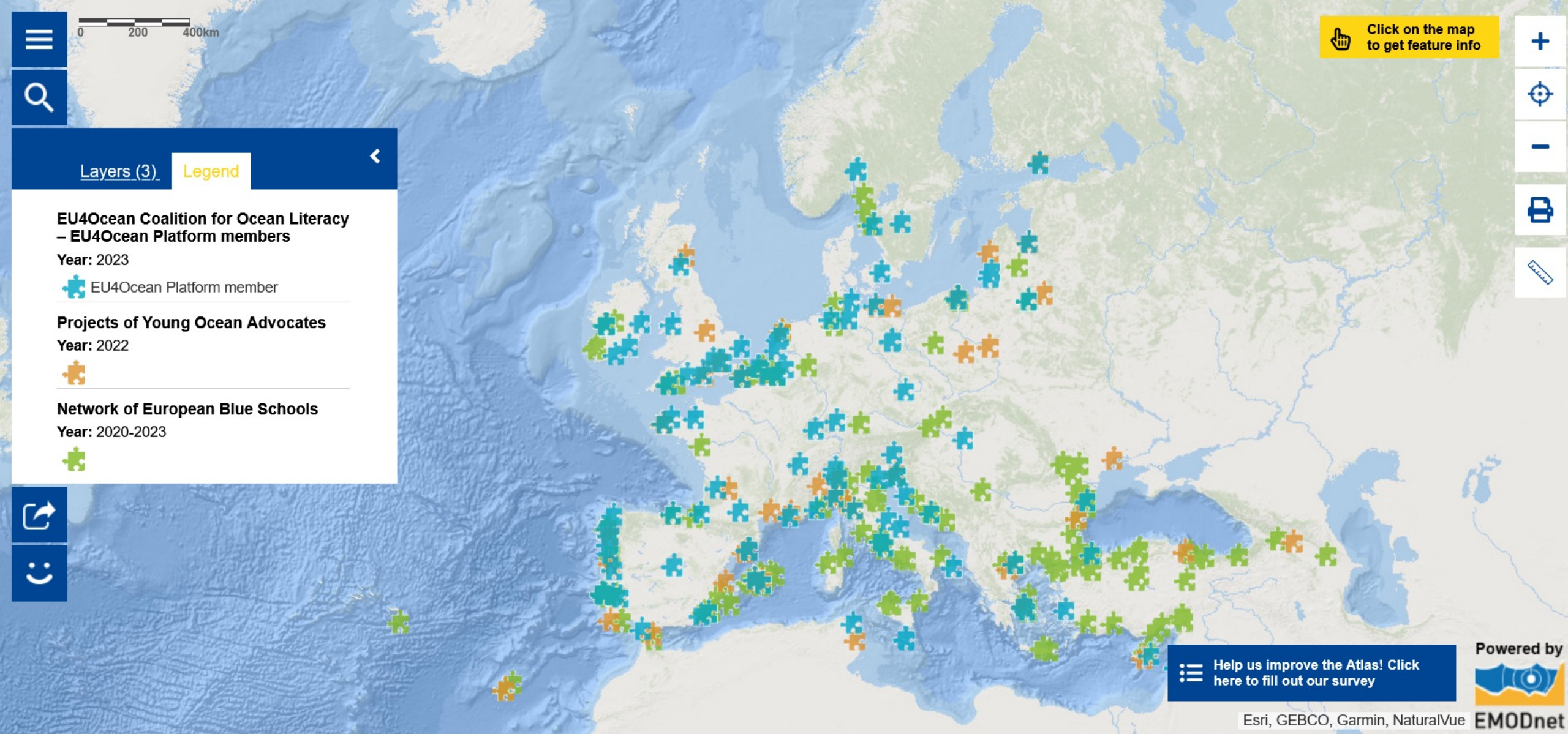
32
professional
development
workshops



9
joint events



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EU4Ocean Coalition's actions



Design and participate in collective actions.



Develop and carry out ocean literacy projects.



Collaborate with researchers, industry experts, policymakers, artists, schools, and youth.



Participate in challenges to win awards with your own project or initiative.



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Develop and carry out
ocean literacy projects.

Every year the EU4Ocean coalition
proposes its **Challenge of the year**

Inspired by the EU Year of Skills, we
are dedicating 2023 to strengthening
skills in ocean literacy.

The challenge of the year is translated
into a specific “**call for collective
action**” – with financial support by the
EU4Ocean coalition to the 3 best
collective proposals



CHALLENGE OF THE YEAR

call for action

Apply by 14 July

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#EUBlueSchools



MakeEUBlue Awards

Submit your ocean literacy initiative now!

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#Youth4Ocean
#EUBlueSchools



Participate in challenges to win awards with your own project or initiative.

- In continuation of its #MakeEUBlue campaign, the EU4Ocean is organising a yearly contest – the MakeEUBlue Awards - celebrating progress in ocean literacy in Europe.
- 3 main awards+ 4 special mentions
- Winners are announced at the European Maritime Day

Examples of the EU4Ocean Coalition's Events

Visit EU4Ocean booth at EMD

24-25 May – Pitch stages

- 24 May – Stakeholder workshop on ocean literacy
- 25 May – MakeEUBlue Awards Winners Announcement
- 24-25 May – Mobilising local authorities in strengthening blue education

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WORLD CLEANUP DAY 2023 WITH EU4OCEAN

📅 16 September
🕒 10-16 CEST
📍 Place Willemis, Laeken

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EUROPEAN COMMISSION
EUROPEAN PARLIAMENT
EUROPEAN UNION
WALLSTREET REVOLVE

EU4OCEAN MEDIA TRAINING

Understanding the Ocean for Media and Press

📅 2-3 October
📍 Online

register by 29 September

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WORLD OCEAN DAY 2023 WITH EU4OCEAN

📅 8 JUNE, 2023
📍 TALK CEC, BRUSSELS
🕒 2 PM

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LET'S MAKE THE MEDITERRANEAN BLUE

An event by the EU4Ocean Coalition

www.eu4ocean.com/med

LET'S MAKE THE BLACK SEA BLUE!

An event by the EU4Ocean Coalition

www.eu4ocean.com/bls

VIRTUAL OCEAN PAVILION

Workshop

3 stages

you will learn about the EU4Ocean and Ocean Literacy in the Atlantic and North Sea Basin.

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LET'S MAKE THE BALTIC SEA BLUE

The EU4Ocean Coalition event 26 & 27 AUGUST 2021

www.eu4ocean.com/bls

LET'S LISTEN TO THE ARCTIC OCEAN

An event by the EU4Ocean Coalition

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Ocean Literacy Dialogues

Official Side Event

📍 Pavilhão do Conhecimento - Ciência Viva, Auditório José Afonso, Largo RPL, 1990-073, Lisbon, Portugal

United Nations Ocean Conference Green Zone

Register now

DATE 29/06/22
18:00 - 20:00 (WEST)

#EU4Ocean

Winter School

EU4Ocean Winter School on Ocean Literacy & Collaboration

BLUE MISSION BANOS

EU MISSIONS
RESTORE OUR OCEAN & WATERS

Funded by the European Union

Youth4Ocean Forum: become a Mentor

The Young Ocean Advocate programme of the Youth4Ocean Forum is a skills- and capacity-building programme for young project leaders – you can support them by joining the pool of mentors!



Sign up to become a Mentor



JOIN THE NETWORK OF EU BLUE SCHOOLS

apply by

 15 DECEMBER

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#Youth4Ocean
#EUBlueSchools



Blue Schools Campaign

How Blue is your school?
Get on board and join the Network of #EUBlueSchools to become agents for change for ocean sustainability!

From ResponSEAbLe to EU4Ocean....

- Ocean literacy becomes a **shared concept**
- From Blue education to **other actors** (including **private sectors**)
- **In research projects** : usually there is a WP dedicated to citizen engagement, a guide developed, etc...stakeholders mapped..Problem is **creating noise – challenge is how to streamline!**
- **Instruments to steer ocean literacy initiatives**, including dedicated calls EU4Ocean and Mission Ocean (Prep4Blue, CSAs on Blue education..+ others)
- **Diversifying channels**, as the target audience is wider: innovating ways to engage (theatre, arts)







Food for thoughts

- Multiplication of initiatives (with citizen engagement, communication, etc..):
 - => **building collective initiatives** (regional – example ‘Save the Baltic Sea’ as a hook to bring other organisations on board)
 - => **bring some resources of research projects together** (like microplastics projects funded by the JPI oceans) – with a common narrative
- Confusion between citizen engagement and ...citizen science, (under which conditions citizen science leads to citizen engagement)
- How do we go outside of the green/blue bubble? Reaching the citizens who are not already engaged/aware/literate
- And much more.... To emerge from our collective discussion!

Thank you!

- => Check out our booth n19
- => Leave your message in a bottle!
- => If you are not a member of EU4Ocean – join us!



INFO CORNER 	Discover the EU4Ocean coalition , its three communities and its collective ocean literacy initiatives
EU4Ocean survey 	Tell us what you do, how connected you are to education, awareness raising and much more... and if not yet done: think of joining the EU4Ocean coalition
Oysterland game 	Visit and discover OysterLand : a very special country at the land-sea interface where people, agriculture, aquaculture and aquatic biodiversity live together!
Baltic Quizz 	Do you know the Baltic Sea? Or do you think you do? Only one way to check: play the Baltic Sea Quiz
Ocean Literacy & Blue Economy 	Check out our first Ocean Literacy Brief that initiates a conversation on the connections between Blue sectors and ocean literacy
	Learn about the 2024 youth hiking expedition around the Baltic Sea – a winner of the EU4Ocean 2023 Challenge of the year - and see how you can support!